

WORK TRUCK LIVE!

EXHIBIT IN THE WORK TRUCK LIVE! PAVILION

Be a part of this new interactive exhibit area which will focus on the tools that drive every contractor's success – their work trucks. The Work Truck LIVE! pavilion will be in Central Hall.

World of Concrete announces the launch of Work Truck Live! This new area will focus on the innovations in the design and configuration of work trucks and the accessories that help contractors increase productivity and safety. WTL will gather exhibitors who manufacture chassis, supply upfitting accessories, and develop technologies with which contractors can customize their vehicles to the job at hand.

Work Truck Live! is presented by Modern WorkTruck Solutions, one of the media brands of Highlands Publications, a multi-media publishing company based in Birmingham, AL. Modern WorkTruck Solutions is a national publication with editorial content focused on the fleet-based work truck market. Their editorial team will bring an expert's view to the planned interactive area and educational program.

Another planned feature of Work Truck Live! will be a Ride & Drive of selected Class 1-7 vehicles. Approved attendee drivers and passengers will have a feel of the vehicle in a short loop at the Las Vegas Convention Center.

Supporting Work Truck LIVE!, the editors from Modern WorkTruck Solutions will present a technical session covering the topics contractors need to know and consider when specifying their new work trucks.

To exhibit, please contact your Account Executive or email exhibit@worldofconcrete.com

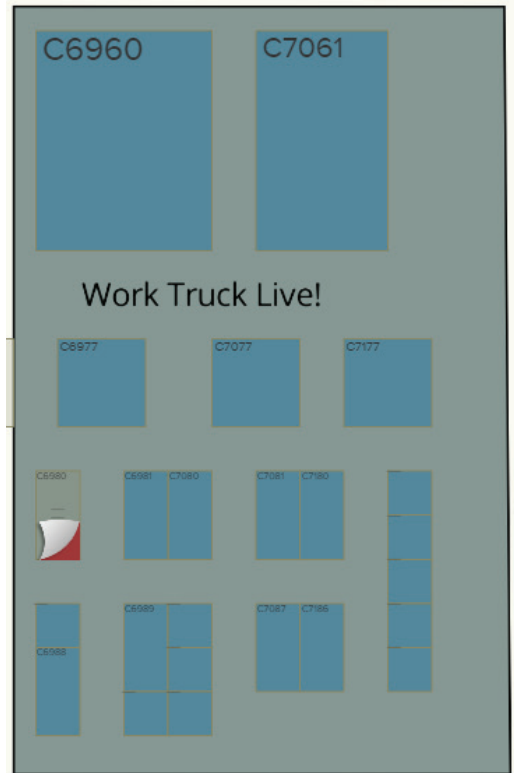


Exhibit Cost:

1,000 sq ft and up = \$43.75/sq ft

Less than 1,000 sq ft = \$44.75/sq ft

\$300 additional for corner locations.

\$500 Digital Listing Fee (includes one complimentary lead retrieval activation)

BENEFITS:

- 10 free Exhibitor badges with 100 or 200 NSF contracted
- Company contact information in the Pre-show Planner, Online Floor Plan and Company Profile Listing
- Company listing on WOC Mobile App
- Complimentary Marketing Toolkit
- 8' high back drape for linear booths; 3' high side drape for linear booths
- One 7" x 44" booth ID sign
- Access to the WOC Success and ROI Center
- The World of Concrete's Exhibitor Success and ROI Center is your FREE, on-demand, 24/7 exhibiting knowledge resource to give you answers to your most pressing exhibiting challenges, expand your exhibiting know-how, and improve your company's exhibiting performance and ROI.
- Use of Registered WOC 2023 Press list